



HOW TO RETIRE IN 12 MONTHS

Blog Start-Up Checklist

	Action	Info & Resources	
1	Choose a domain name you love and register it.	<p>First up, choose your domain. Choose something that memorable, easy to spell and that you will be happy to say over and over again.</p> <p><i>Note: To buy Australian .com.au domains you will need an ABN which you can apply for at www.abr.gov.au</i></p> <p>For all domains go to: www.cheapaustraliandomains.com.au</p> <p><i>all prices in AU\$</i></p> <p>.com \$14.97 per year .com.au \$38.94 for 2 years .co.nz \$ TBC .co.uk \$25.54 for 2 years</p>	
2	Buy hosting and link to domain name	<p>Your host will keep your website live and available on the internet 24/7. I recommend Hostgator and have arranged a 25% discount for readers.</p> <p>To claim the discount go to www.hostgator.com and use the discount code: passion099</p> <p>Choices are: Hatchling plan 1 domain US\$3.96 - \$7.15 per month The Hatchling plan is fine for any single blog</p> <p>Baby plan Unlimited domains \$6.36 - \$7.96 per month The baby plan is good if you want to add other websites/blogs to the same hosting account. You can upgrade from Hatchling to Baby at a later stage if need be.</p>	

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3	Install WordPress	<p>Now it is time to install WordPress.org on the host. Here is a video that shows how to install WordPress in Hostgator. http://www.youtube.com/watch?v=DeyoVxSK1yI</p> <p>Remember it needs to be .org and not .com!</p>	
4	Design your website	<p>In the WordPress dashboard you can alter your website with themes, plugins and widgets.</p> <p>For newbies you have two low cost options for the look and feel of your website that can give you a professional looking website in minutes. Free themes and Premium themes.</p> <p>You do not have much flexibility in design with free themes so make sure you choose one that is as close to what you want as possible.</p> <p>To find free themes...</p> <ul style="list-style-type: none"> • Do a Google search for <i>Free WordPress Themes</i> • WordPress Themes • WP Themes <p>Some websites collate lists of good looking themes:</p> <ul style="list-style-type: none"> • Smashing Magazine • E Quick Tips • Do Be Web <p>If you like a few, download the zip files onto your computer and then activate them one by one in your WordPress dashboard to see which one you like best.</p> <p>Premium themes cost up to \$100 and will give you more options for design, and in some cases customisation. There are standard premium themes like:</p> <ul style="list-style-type: none"> • Woo themes <p>And there are framework themes that give you more options for customisation and SEO like:</p> <ul style="list-style-type: none"> • Studio Press for Genesis • DIY Themes for Thesis <p>Here is a detailed analysis of the choices available in WordPress however if this is your first ever website I suggest starting with the free or premium themes and then upgrading once you have some experience.</p>	

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5	Set up Google Analytics	<p>Google Analytics is a free tool that will help you analyse the behaviour of the people who come to your website. It will be one of your best friends when it comes learning what works and doesn't work on your website and in your marketing efforts.</p> <ol style="list-style-type: none"> 1. Add the Google Analytics plugin in your Plugins section in the right column of your dashboard of WordPress. 2. Set up a Google Analytics account http://www.google.com/analytics/ 3. Go through the account process until you get to the code, copy it, and then insert the code into your plugin settings in WordPress. 4. For how to use Analytics read http://www.grassrootsinternetstrategy.com.au/how-to-use-google-analytics/ 	
6	Set up MailChimp	<p>Mailchimp is an email marketing application that will help you manage your subscriptions, send professional looking emails and comply with SPAM laws. It is free if you have less than 2000 people on your lists.</p> <p>Go to www.mailchimp.com and register for an account</p> <ol style="list-style-type: none"> 1. Install Mailchimp plugin 2. Add your widget to the side column <p>Useful videos: 3 Reasons Why Mailchimp Rocks for Email Marketing: http://www.youtube.com/watch?v=SxzUIZb96pg How to set up an email or newsletter using MailChimp: http://www.youtube.com/watch?v=LITrP5nofwg</p>	
7	Prepare for launch	<p>When preparing for the launch of your blog there are several things you can do to help jump start your success.</p> <ol style="list-style-type: none"> 1. Prepare the first 5-10 blogs, so that people can get a flavour of what you will be posting. 2. Make sure your calls to action are clear for people to subscribe 3. Review and use the Launch Checklist 	

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8	Set up Social Media	<p>There are plenty of social media options but the two to start with are Facebook and Twitter. If you are a newbie to social media your best bet is to start with one and get familiar with it before launching into the other.</p> <p>Facebook</p> <ul style="list-style-type: none"> - Set up a Page (rather than a profile) for your website - Introduce your new page to your friends and family - Join the Grassroots Internet Strategy Page and network with other website owners <p>Twitter</p> <ul style="list-style-type: none"> - Set up a profile and use the bios and description - Follow people of interest and start a conversation with them <p>For more tips...</p> <ul style="list-style-type: none"> - Read How to use Twitter like a pro http://www.grassrootsinternetstrategy.com.au/how-to-use-twitter-like-a-pro/ - Buy Twitter for business eBook http://www.grassrootsinternetstrategy.com.au/courses/social-media-marketing/twitter/ 	
9	Get extra help & support	<p>There is much to learn and discover and plenty of people to help along the way. Here are some key places you can get extra help.</p> <ol style="list-style-type: none"> 1. For step-by-step instruction and personal coaching register for the Website Launchpad – Starts July 25 http://www.retireyoung.com.au/the-retire-young-course 2. Subscribe to Grassroots Internet Strategy www.grassrootsinternetstrategy.com.au for weekly blogs 3. If you have any questions about your hosting contact Hostgator support. http://support.hostgator.com/ 4. Ask your questions on the Grassroots Internet Strategy Facebook page. www.facebook.com/GrassrootsInternetStrategy <p>Above all, have fun!</p>	